



NEWS RELEASE

PRESS OFFICE

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Madison Magazine Publisher Wins Wisconsin's SBA 2006 Small Business Journalist of the Year Award

Madison: **Heidi Pascual**, Publisher/Editor of *Asian Wisconszine* magazine has won Wisconsin's SBA 2006 Small Business Journalist of the Year award.

On September 12, 2004, *Asian Wisconszine* was born, the first all-inclusive cultural focused monthly magazine. The magazine is not only for Asian Americans in Wisconsin but for others interested in learning about Asian cultures. It is a forum for ideas, stories, and events that revolve around Asian American communities, woven together to create an educational tool for understanding and acceptance of each other's differences. The magazine has regular sections that cover health and family, travel, immigration, politics and government, food and nutrition, events, profiles, technology/science, youth concerns, news from home, community resources, Q & A, and networking. Cover stories will be one particular Asian culture every month. You can access the magazines web page at www.asianwisconszine.com.

Heidi came from her native Philippines and settled in Madison where she became the Associate Editor of the Madison Times weekly newspaper. Her duties included assigning all writers to cover community events to highlight minority successes and struggles. In her almost seven years there, Heidi managed the Minority Business Special Annual issue that focused on small, minority business owners and women. She oversaw the content, writers, and contributed articles to the publication.

Heidi has been a mentor to Madison youth and students interested in publication work. She has mentored middle school, high school, and college students interested in starting or going into business when they graduate. Each summer, for several years, Heidi has provided briefings to the UW-School of Business' Youth Entrepreneurial Camp.

The winner of this award is determined by a concerted effort to increase public understanding of the importance of small business contributions to the economy. Contributions of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues. Voluntary community service aimed at enhancing small business opportunity and growth and other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

Heidi Pascual has created a unique publication in *Asian Wisconszine* that aims to build from the past, learn from the present, and explore the many possibilities for the future of Asian

Americans. Heidi will receive her award at SBA's 21st Small Business Awards Breakfast on Friday, May 19, 2006 at the Milwaukee Marriott West in Waukesha. For more information on the Breakfast, call (414) 297-1093.

*Additional information about SBA's programs and services is available
at SBA's Web site: www.sba.gov and Wisconsin's SBA Website: www.sba.gov/wi*